



Missouri Travel Barometer
October 2015 Report
(Data available as of 11/10/15)

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. Updated monthly, the barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri's tourism industry and are indicators of its health.

October Report Highlights

Lodging Statistics: 2015 Calendar Year to Date through September

According to Smith Travel Research, Missouri's statewide lodging demand, occupancy and revenue have shown positive growth compared to the same time period last year. When compared to our surrounding, competitive states, Missouri has shown stronger growth in Occupancy while other states are showing stronger growth in Demand, ADR and RevPAR.

Missouri Lodging:

Demand up 3.8% -- Occupancy up 3.2% -- ADR up 4.1% -- RevPAR up 7.3%

SIC Tourism business sales and tax collections: 2015 Calendar Year to Date through August

- For FY15, a 6.43% (\$750.8 million) sales revenue increase is indicated by preliminary tourism 17 SIC codes reports
- For CYTD15, a 6.41% (\$507.3 million) sales revenue increase is indicated by preliminary reports on 17 SICs for Jan-Aug
- Aug 2015 saw a 2.5% (\$26.7 million) sales revenue increase compared to Aug 2014

Website Visits: 2015 Calendar Year to Date through October

- Total web visits (main site and mobile visits) were up 26.2% for Oct CYTD compared to the same period in 2014
- Total web visits (main site and mobile visits) were up 18.2% for Oct 2015 compared to Oct 2014
- Blog web visits were up 491.0% for Oct CYTD compared to the same period in 2014

Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2015 Calendar Year to Date through October

- 159,523 responses for 2015 YTD – an increase of 32%
- Expansion Markets are showing the largest percentage of growth—155% YTD

Welcome Center visits: 2015 Calendar Year to date through October

- For CY 2015 the centers are down 13.3% for October CYTD compared to the same period in 2014
- For the month of October only compared to last October, there was a 1.7% decrease

Commercial airport deplanements: 2015 Calendar Year to Date

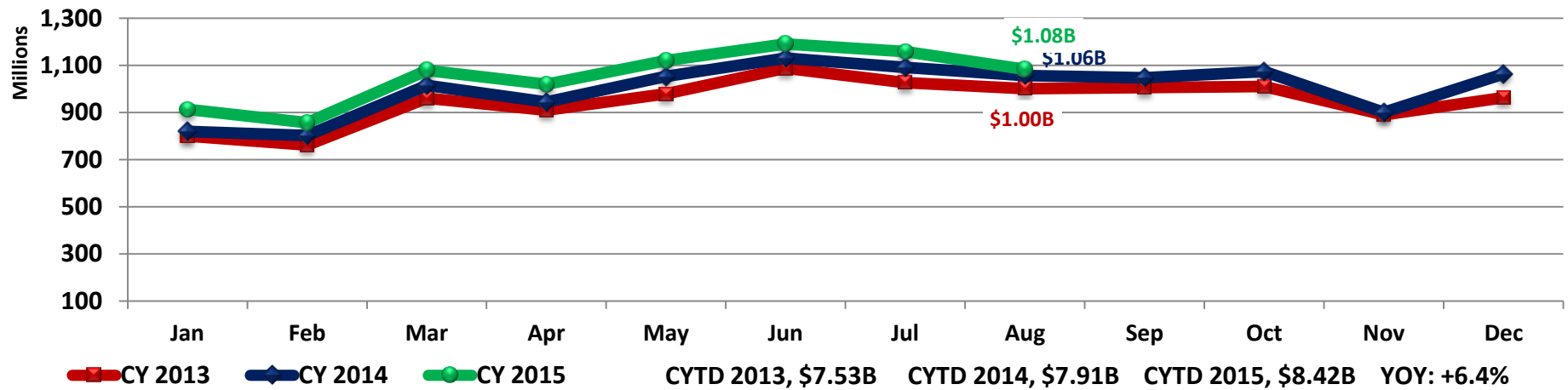
- KC up 3.6% for Jan – Sep 2015
- St. Louis up 1.6% for Jan – Sep 2015
- All airports up 3.0% for Jan – July 2015

nSight-Searches and Bookings on third-party travel websites

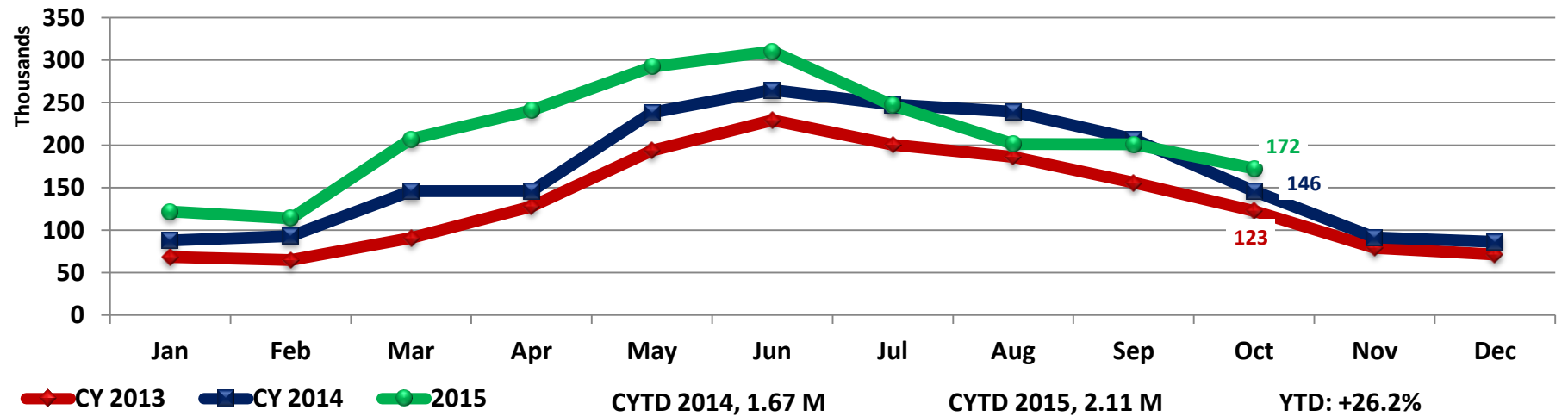
- Conversion for travel (Booking) to Missouri across third-party sites was up 13.22% for Oct YOY
- Top booking cities for Oct YOY were KC, Chicago, St. Louis, Dallas, Houston, Springfield, Minneapolis, Omaha
- Top searching international cities for next 60 days: San Pedro Sula, Vancouver, Toronto, Lublin, Vienna
- Volume for third-party travel site searches for Nov 1 – Dec 30 shows 10.69 million searches for Missouri

Sources: MO Dept of Revenue, Google Analytics, MDT databases, Federal Bureau of Transportation, STR, Inc., and nSight

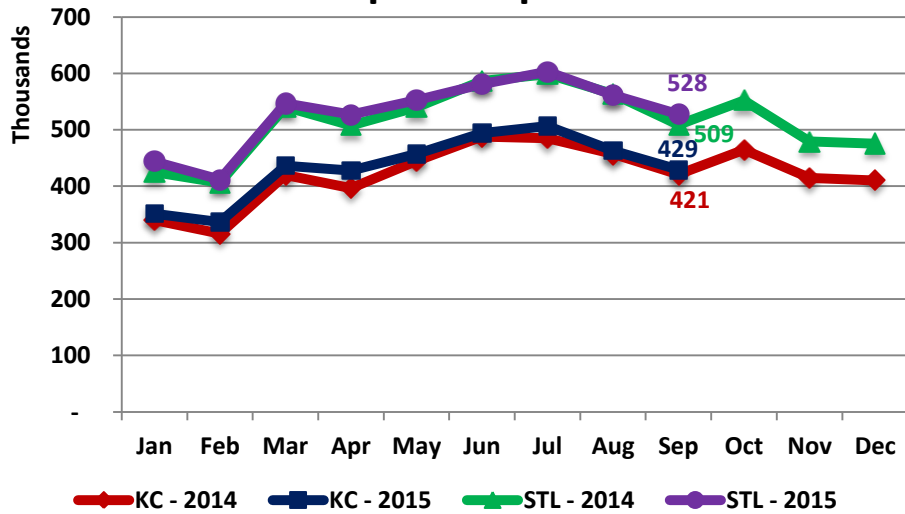
Sales Revenue from 17 Tourism SICs



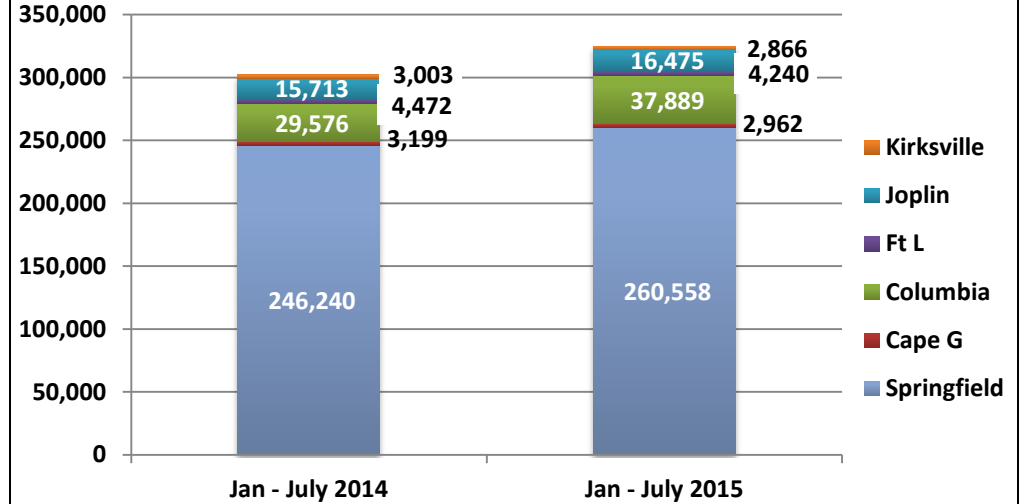
Total Web Visits



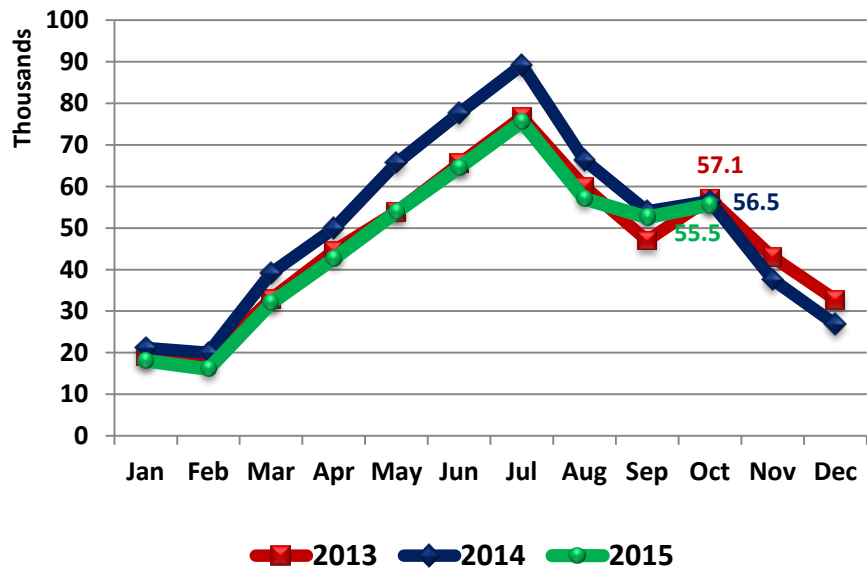
KC & STL Airport Deplanements



All Other Airport Deplanements



Welcome Center Visitors



Responses to MDT Advertising

